



Our City. Our Plan. Our Future.

## **Ambassadors & Strategic Advisors Meeting**

Charlotte Planning, Design & Development Department

**03.04.2020**



## **Agenda:**

6:00 pm

**Welcome and Introductions**

6:05 pm

**Agenda Review**

6:10 pm

**Presentation on “Work” Place Types**

6:30 pm

**Small Group Discussions**

7:30 pm

**Small Group Report Out**

7:50 pm

**Next Steps**

8:00 pm

**Meeting Close**

# PROJECT PHASES

## Phase 1

Winter 2018 to  
Spring 2019

## Phase 2

Summer 2019  
to Fall 2019

## Phase 3

Winter 2019 to  
Spring 2020

## Phase 4

Summer 2020  
to Spring 2021

## Ongoing



# How Plans Work

1. POLICY	2. REGULATION
Vision for future	Tool to implement vision
Robust Community Participation	Significant Staff Administration
Example: Area/Community Plans, Corridor Studies	Example: Zoning, Subdivision, Tree Ordinances
Guidance	Law



## AREA PLANNING

### South End Transit Station Area Plan

2005



### University City Transit Station Area Plan

2015



### South End Vision Plan

2018



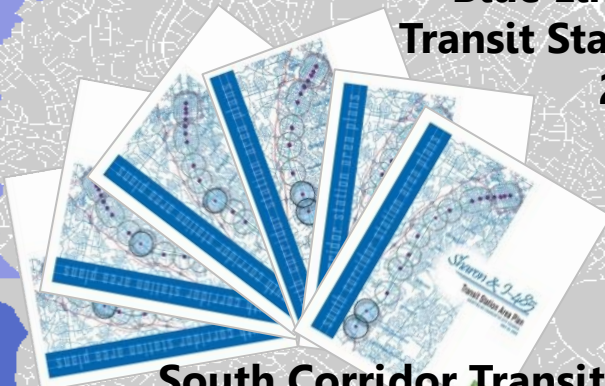
### Blue Line Extension Transit Station Area Plan

2013

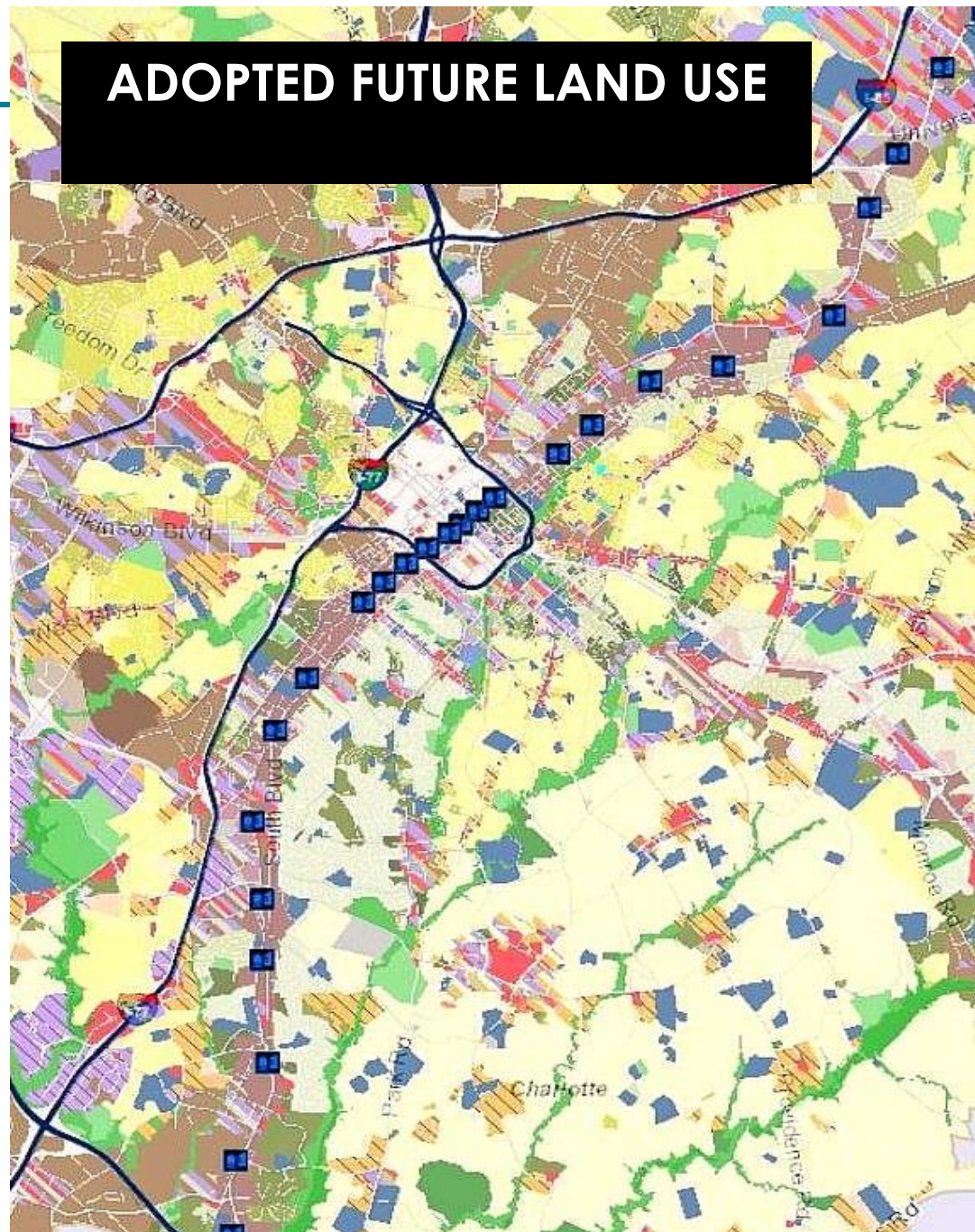


### South Corridor Transit Station Area Plans

2008



## ADOPTED FUTURE LAND USE





# Charlotte Fast Facts

47% Tree Canopy

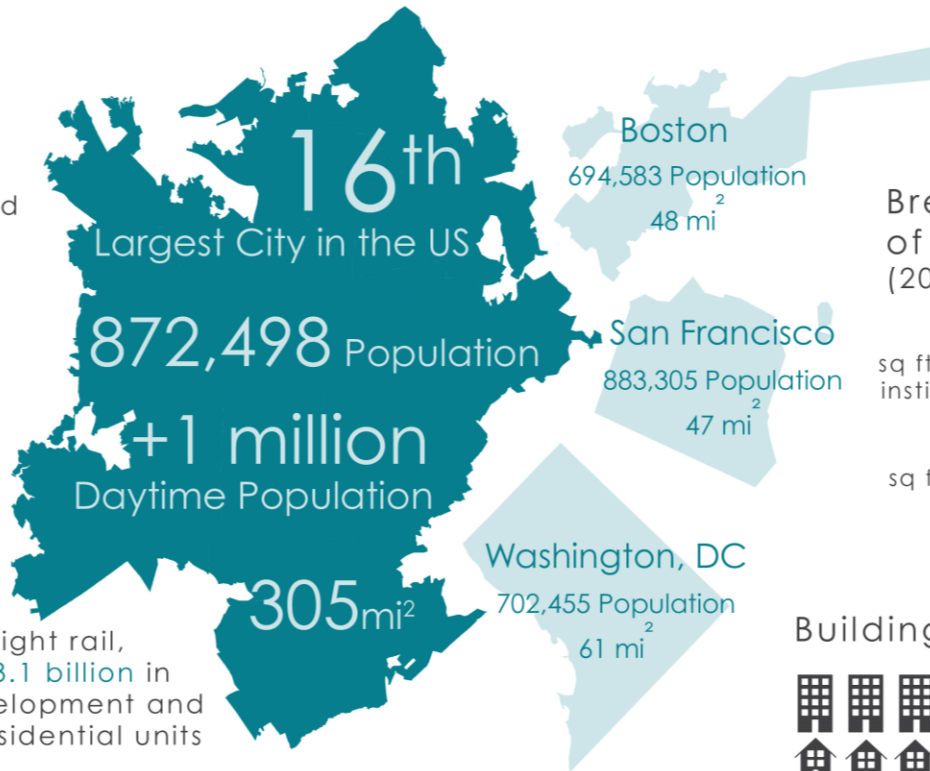
840 Miles of Creek and Streams

2,250 Miles of Sidewalk

2,450 Miles of Streets

19 Miles of Light rail, driving \$3.1 billion in new development and 13,000 residential units

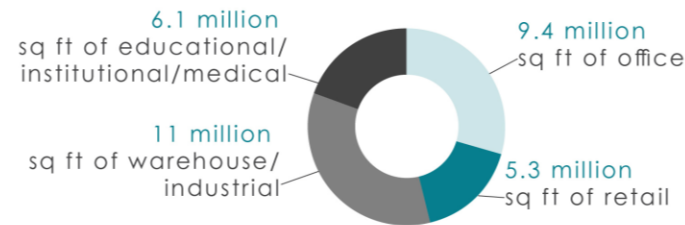
10 Miles of streetcar at completion, driving \$400 million in investment along the corridor



Breakdown of 56,802 New Residential Units (2010-2018)



Breakdown of 32 million sq ft of New Non-Residential Buildings (2010-2018)



Building Permits (2016 - July 2018)



With a Strong Economy and Workforce

688,000 Jobs in Mecklenburg County (31% employment growth since 2010)

492,000 Labor Force and unemployment rate of 3.8%

322,000 Employees commute to Charlotte everyday

6<sup>th</sup> Busiest airport in terms of operations, 10<sup>th</sup> in passenger travel

128 Freight train trips in Charlotte Region daily

38,000 Transportation and Warehouse employees in Mecklenburg County

#1 Place to live and work for tech professionals, according to CompTIA's 2018 Tech Town Index

We are Diverse, and Well Educated

58.1% People of Color

45.0% Bachelor's Degree or Higher

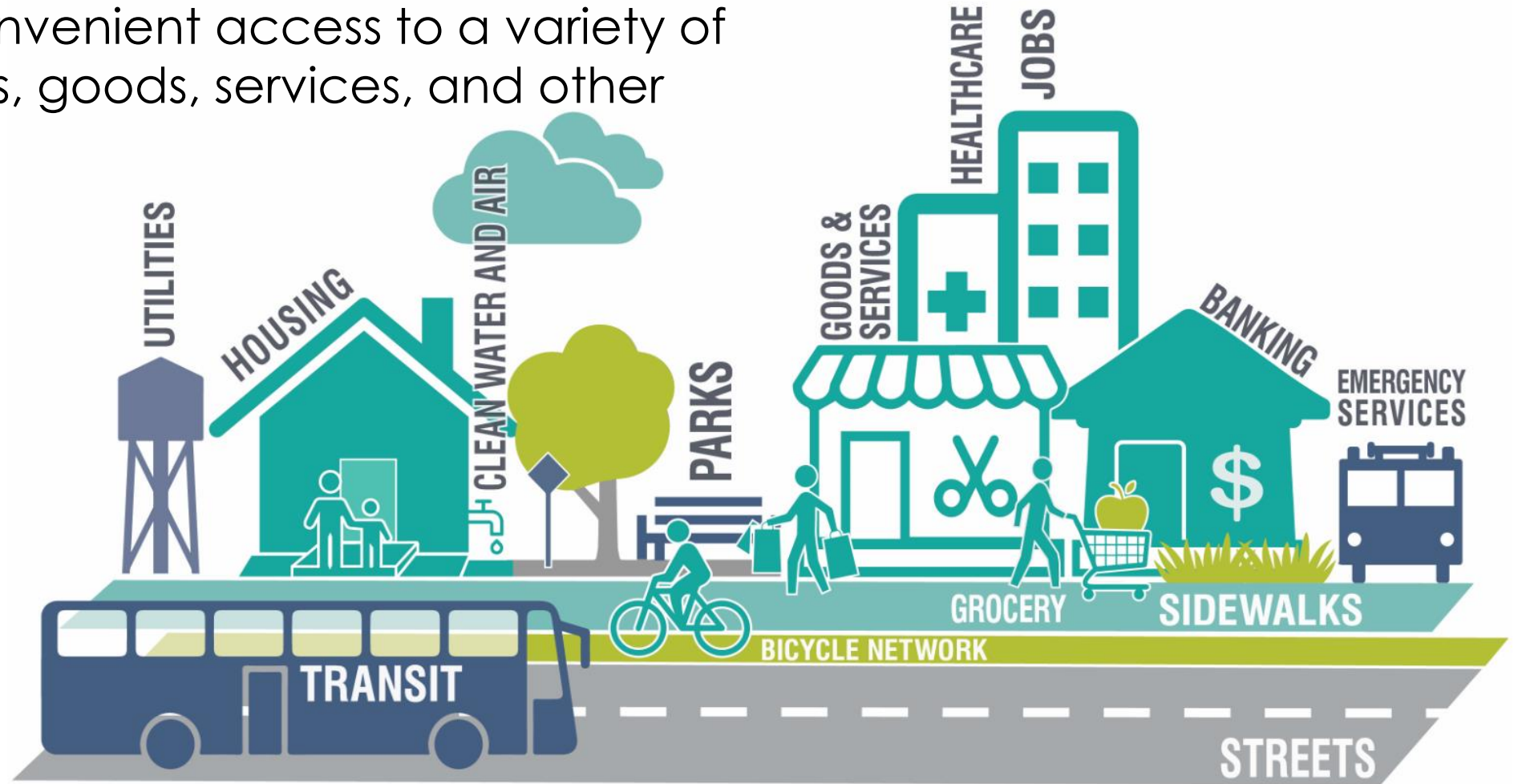
34.4 Median Age

17.1% Foreign Born

53.2% Homeownership

# COMPLETE NEIGHBORHOODS

- A complete neighborhood provides residents safe and convenient access to a variety of housing, jobs, goods, services, and other essentials.





# 2040 COMPREHENSIVE PLAN OVERVIEW



- **Guides our growth** over the next 20 years.
- **A shared vision** of our growth, development and capital investments
- **Transformative strategies** to accommodate growth

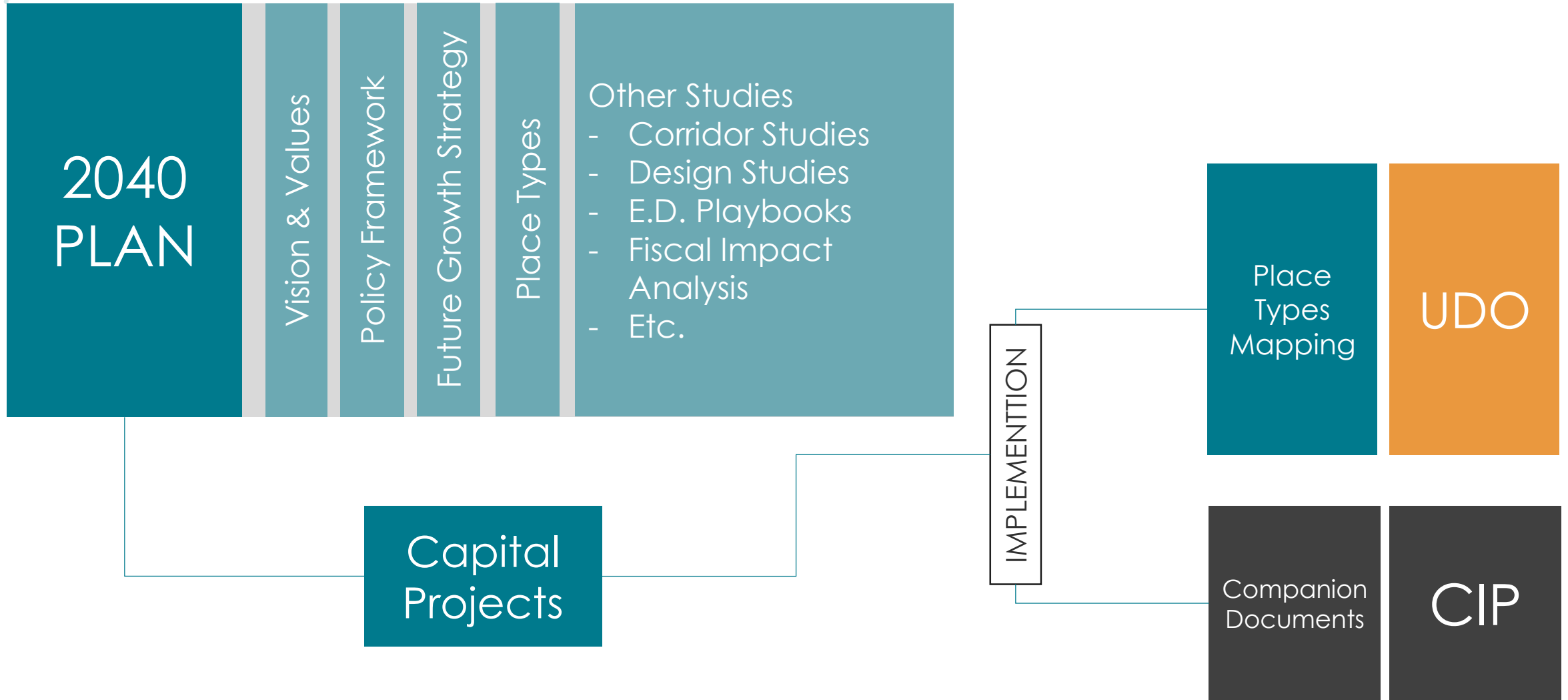
# CREATING GREAT PLACES FOR OUR COMMUNITY

2030 Transit System Plan	Strategic Energy Action Plan	Water Supply Master Plan
Transportation Action Plan	Charlotte Walks	Charlotte Bikes
Vision Zero Action Plan	Housing Framework	ALL IN Center City 2040 Vision
ADA Transition Plan	I-77 Mobility Plan	University City Vision (Final Draft)
Meck Playbook	Regional Transit Plan	Comp. Storm Water Plan
Tree Study	Food Systems Study	Strategic Mobility Plan

## OUR GOALS:

- Share project teams
- Leverage community engagement
- Use similar terms
- Seek connections in policies
- Coordinate plan schedules

# HOW DO ALL THE PIECES FIT TOGETHER?



# HOW DO ALL THE PIECES FIT TOGETHER?

500,000+

Interactions\*



330+

Key Stakeholders



4,500+

Voices



20+

Methods of Engagement



281 Volunteered

Healthy &  
Sustainable

Inclusive  
& Diverse

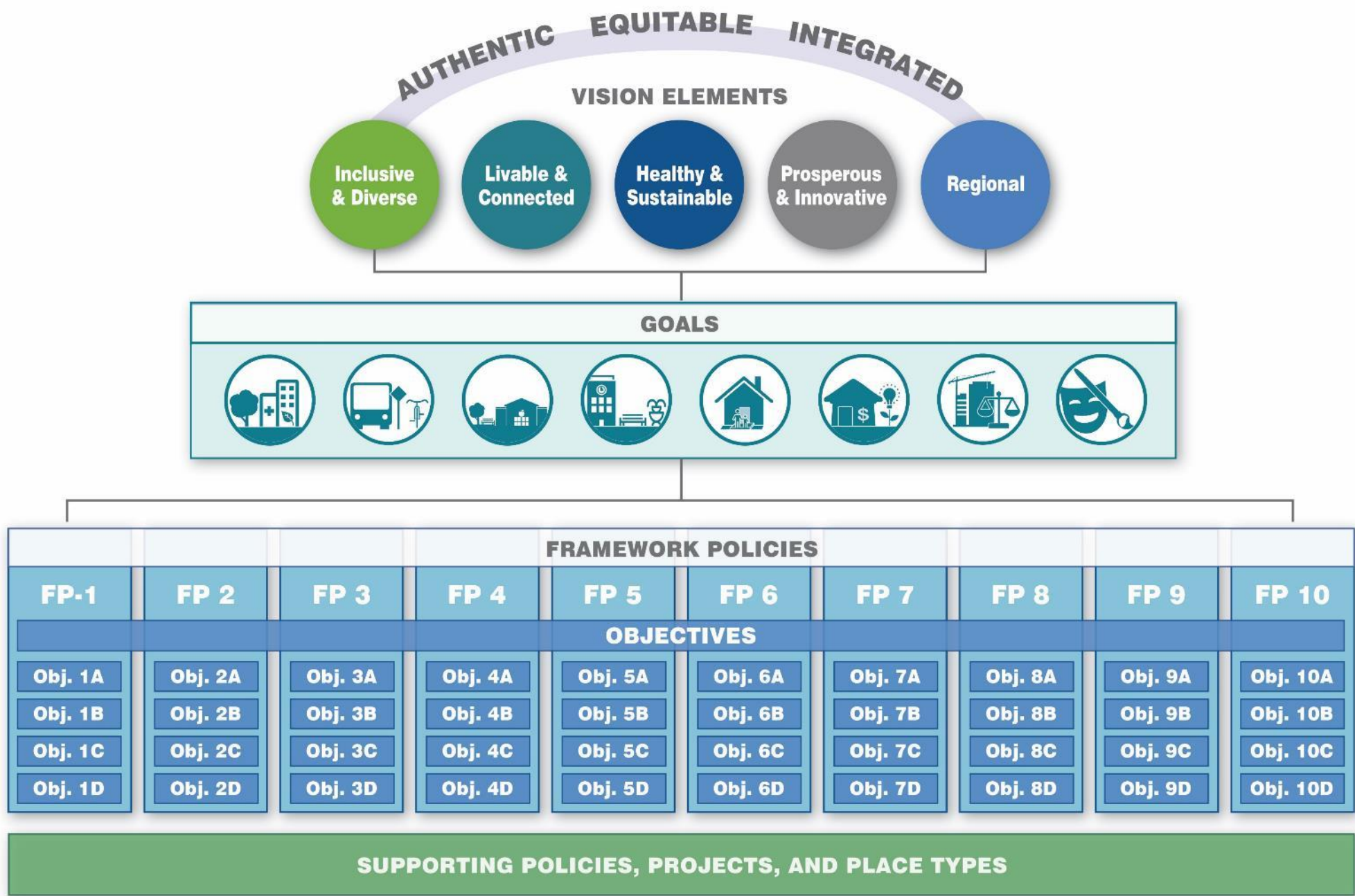
Prosperous  
& Innovative

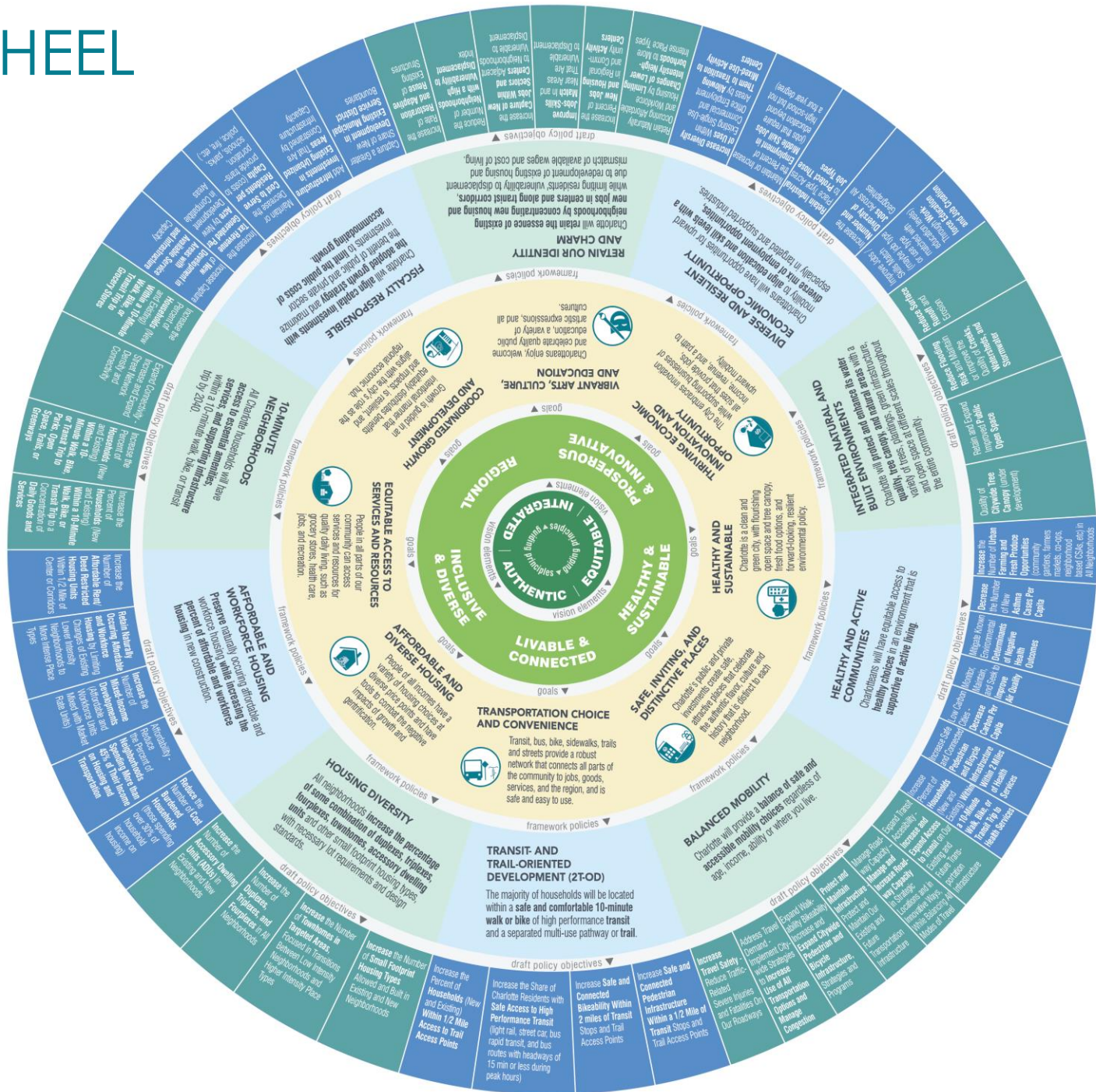
Livable &  
Connected

Regional



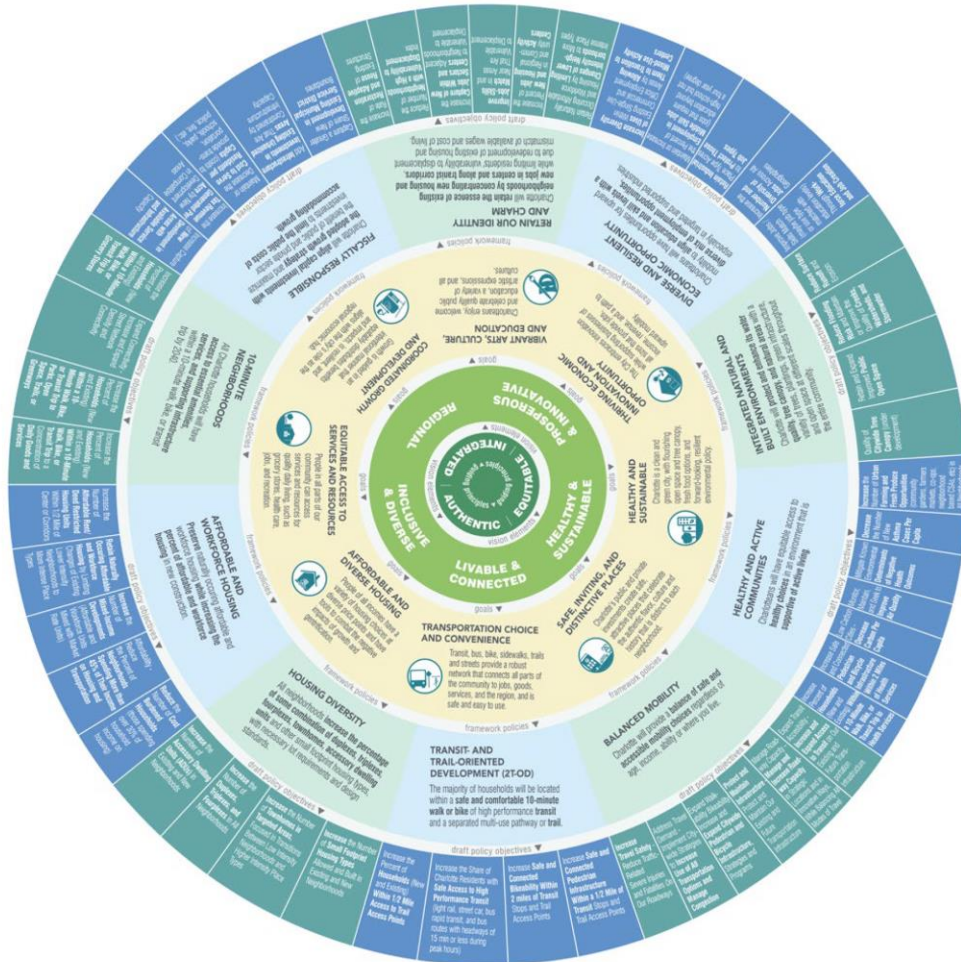








# PLAN FRAMEWORK



## Plan Framework

Guiding Principles

Vision Elements

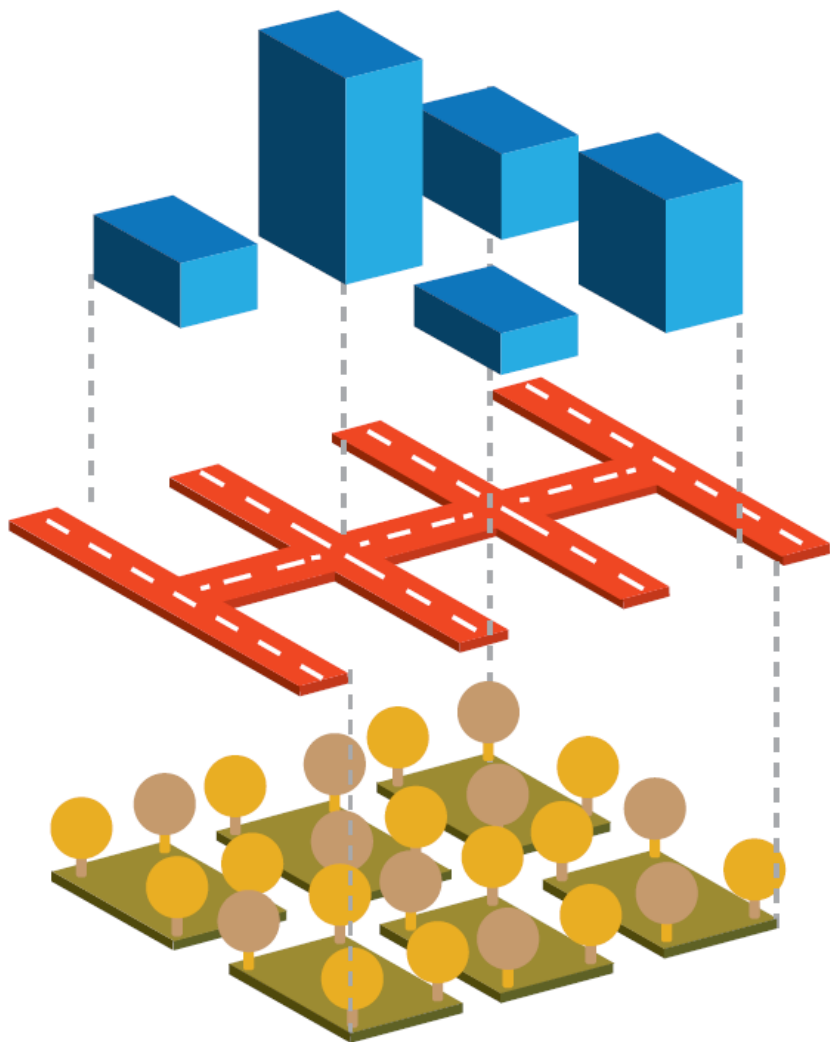
Goals

Equitable Growth Framework

Framework Policies & Objectives

Supporting Policies, Projects & Programs

# PLACE TYPES



Enhance the character and quality of neighborhoods.



Connect people to the neighborhood places where they live, work and play.



Provide neighborhoods with parks and open spaces, natural features, recreation opportunities and social spaces.



# PLACE TYPES

## PARKS AND PRESERVES

Parks include **play grounds, sports fields, pavilions, recreation facilities**, and other uses that allow people to gather and play. Preserves are intended to remain passive, including those that are to be protected and conserved for the foreseeable future. These include **wildlife refuges, and nature preserves with some passive amenities and activities.**



## REGIONAL ACTIVITY CENTER

The largest centers of activity outside of Uptown, with a **walkable and diverse mix of uses** that serve the region. Buildings are mid to high-rise, **tapering down towards the neighborhoods.** They provide a mix of residential, office, retail, civic and open space uses.



## COMMERCIAL

**Mostly auto-oriented** places that accommodate people traveling from one place to another, typically by car. Primarily **retail and office uses** with hotels and larger offices located at interstate interchanges.



## CAMPUS

Campuses provide places for **office, healthcare, education, religious or similar institutions/organizations** that require a significant amount of space for various activities. Campuses usually have a **specific use** and are **distinct from their surroundings.**



## GENERAL INDUSTRIAL

Higher intensity uses that are major **economic and employment drivers**, including manufacturing, waste processing, power generation, junk and scrap metal yards and other similar uses. Many uses require space for outdoor storage, parking and maneuvering for equipment, loading and warehousing, and should be **buffered from surrounding areas.**



## NEIGHBORHOOD 3

A **multi-family residential** area that includes housing choices such as **apartments and condominiums and neighborhood services**, like grocery stores, offices, and institutional uses.



## NEIGHBORHOOD 2

Attached, **moderate intensity housing** types, with more housing choice at a variety of prices. Main building types include **townhomes, house courts, and quadraplexes.** Includes schools, parks, and other civic uses.



## NEIGHBORHOOD 1

Predominantly **single family residential neighborhoods** with detached housing types. Other uses include **civic and institutional uses** and services like schools and parks.



## LIGHT INDUSTRIAL MIXED-USE

Lower intensity **industrial and employment uses**, including office, research, light manufacturing, warehousing, distribution and **can include residential and more creative uses** such as art studios and breweries.



## NEIGHBORHOOD CENTER

The smallest type of center, a **mixed use place** that offers higher intensity residential uses and **neighborhood services**, like a grocery store, offices and institutional uses that serve the immediate area.

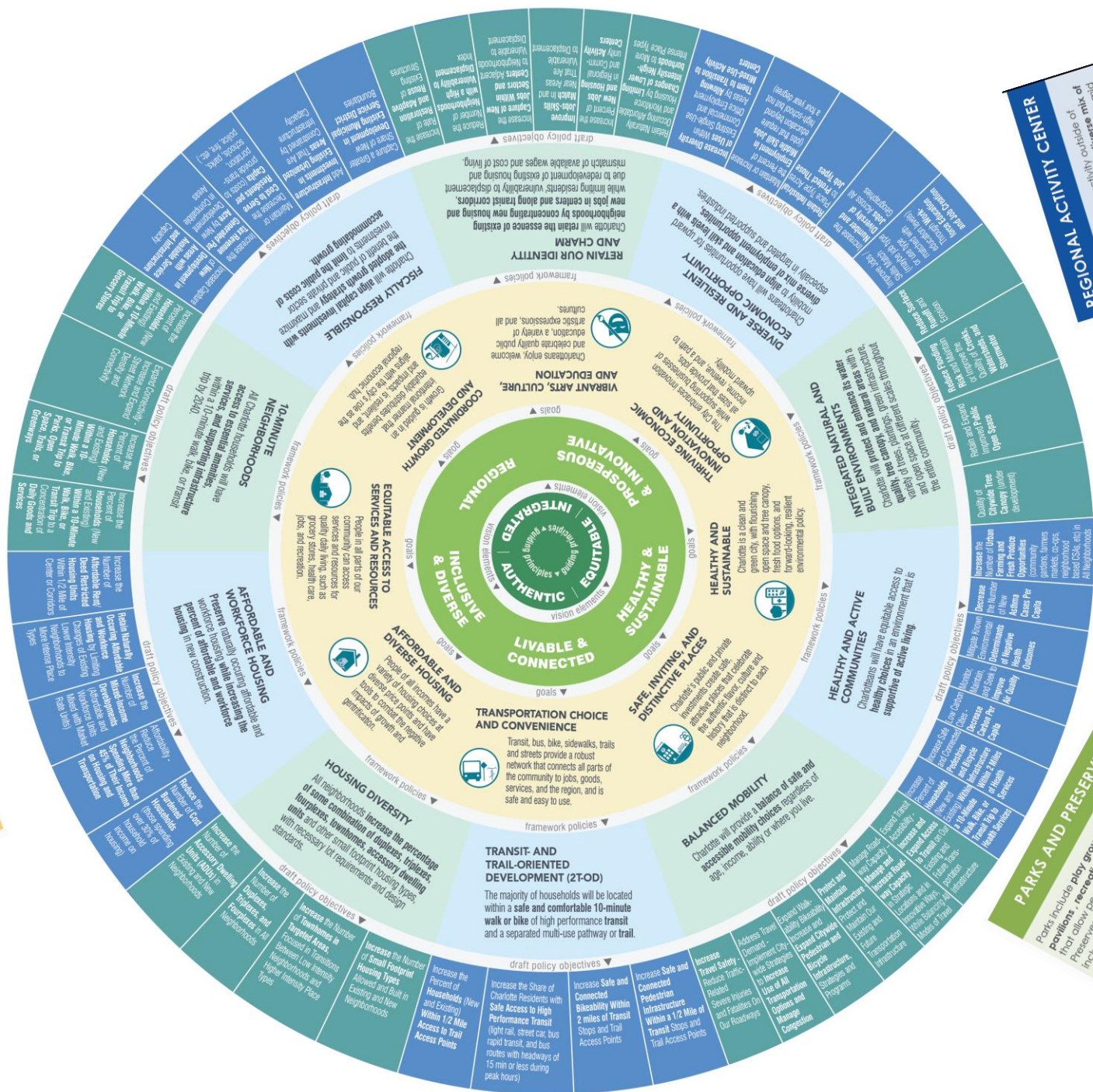


## COMMUNITY ACTIVITY CENTER

Smaller **commercial and civic areas** that provide services for the surrounding area in low to mid-rise buildings. Today these place are single use **shopping centers**, but over time it is expected that these places will develop or experience infill and support a greater **mix of uses** due to their high level of accessibility from multiple neighborhoods.









# LAST STRATEGIC ADVISORS MEETING



- Missing Middle, Housing Diversity and Affordable Housing
- Strong Support for 10-Minute Neighborhoods
- Need for Enhanced Mobility Options
- More Meaningful Parks and Open Space
- Access to Jobs and Employment





- Place types are the building blocks of complete communities
- Complete communities provide diverse opportunities to work, live and play
- On a broader scale, all areas of the community should have a combination of work, live and play places



**WORK**



**LIVE**



**PLAY**

# “WORK” PLACE TYPES

- The “work” place types represent the different types of places where we work
- They include:
  - Commercial
  - Campus
  - Light Industrial Mixed-Use
  - General Industrial

**Note:** Center Place Types also have elements of employment

## COMMERCIAL

Mostly **auto-oriented** places that accommodate people traveling from one place to another, typically by car. Primarily **retail and office uses** with hotels and larger offices located at interstate interchanges.



## CAMPUS

Campuses provide places for **office, healthcare, education, religious or similar institutions/organizations** that require a significant amount of space for various activities. Campuses usually have a **specific use** and are **distinct from their surroundings**.



## LIGHT INDUSTRIAL MIXED-USE

Lower intensity **industrial and employment uses**, including office, research, light manufacturing, warehousing, distribution and **can include residential and more creative uses** such as art studios and breweries.



## GENERAL INDUSTRIAL

Higher intensity uses that are major **economic and employment drivers**, including manufacturing, waste processing, power generation, junk and scrap metal yards and other similar uses. Many uses require space for outdoor storage, parking and maneuvering for equipment, loading and warehousing, and should be **buffered from surrounding areas**.



## Goal

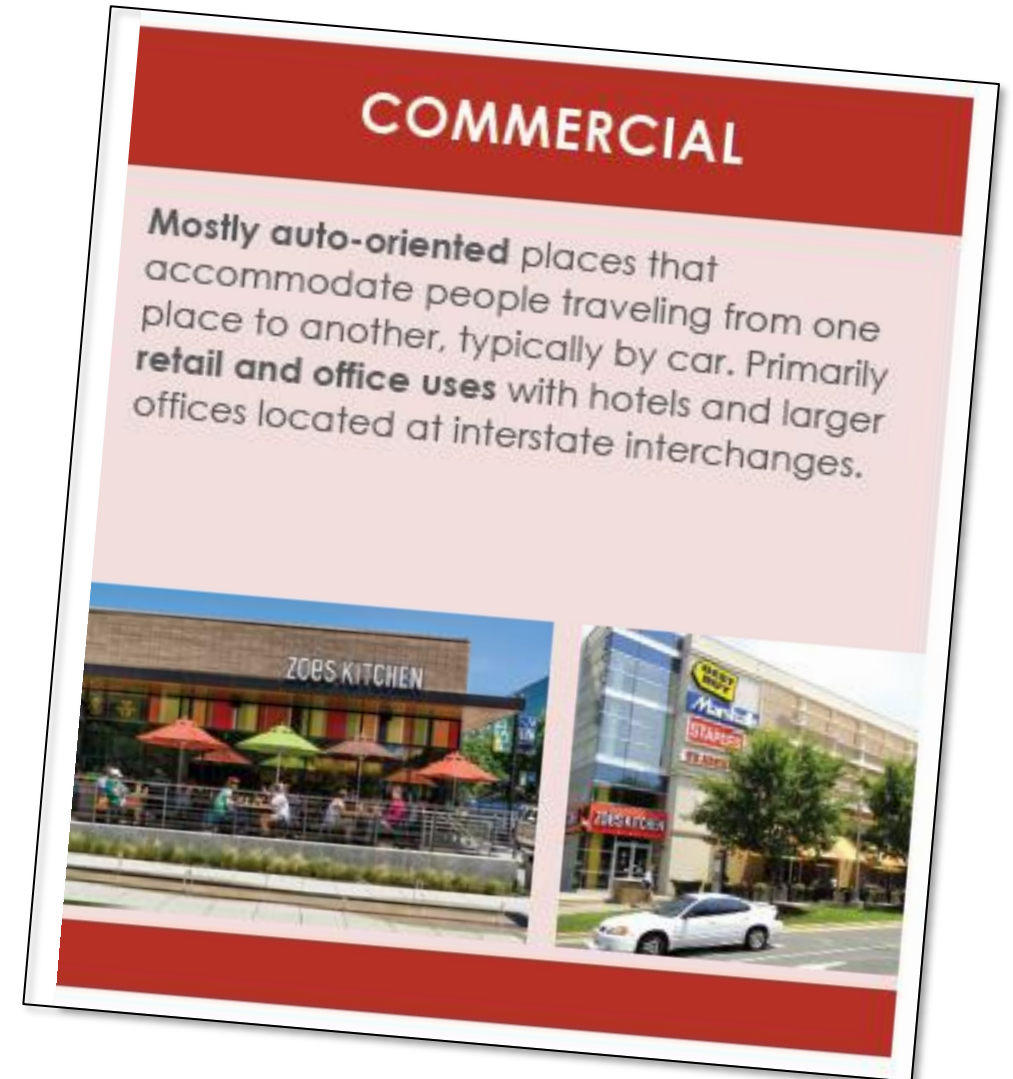
- Provide places for the sale of goods and services in locations readily accessible by automobile.

## Land Use

- Shopping centers, standalone retail uses, personal services, hotels, restaurants, and service stations.

## Character

- This Place Type is characterized by low-rise retail structures with a walkable, landscaped public realm that balances automobile, bicycle, and pedestrian design elements.









## Goal

- Provide places for large, multi-building institutions, such as educational, religious, civic, or health facilities, or for a concentration of office and research and development uses.

## Land Use

- Vary, depending on the purpose of the Campus and may include facilities for office, research and development, education, medical, and places of assembly that require a significant amount of space for various activities spread across sites.
- Additional uses intended to support the primary use include: residential, retail, hotels, restaurants and dining facilities, sports facilities, laboratories, and galleries intended to serve workers, residents and visitors.

## Character

- Low- to mid-rise office or civic buildings. Some institutional Campuses are more intensely developed and may include some high-rise buildings.
- Campuses may be on one large site or multiple adjacent sites that create a unified appearance with defined edges.









## Goal

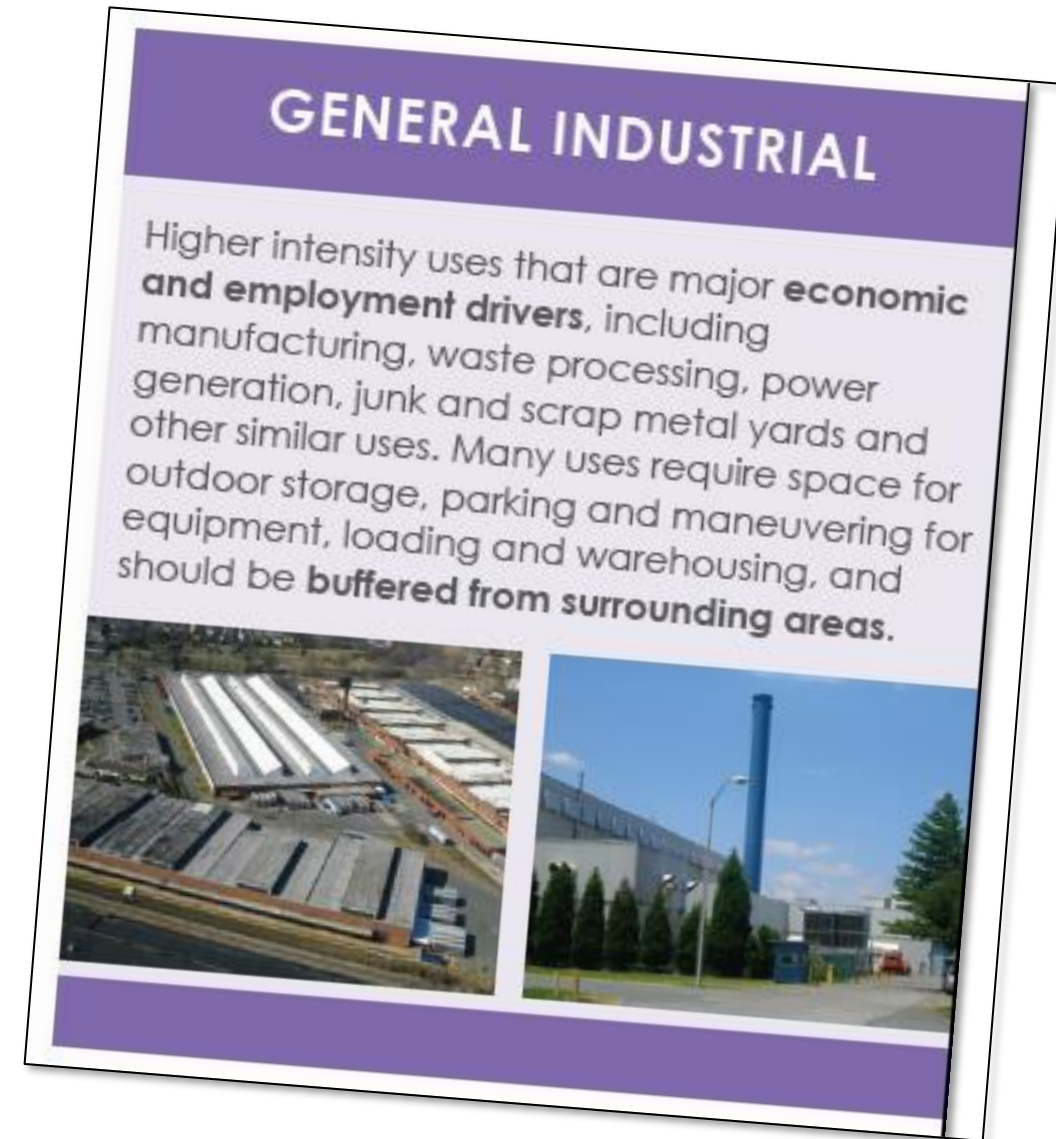
- Contribute to Charlotte's economic viability by accommodating places of employment for a range of industrial uses.

## Land Use

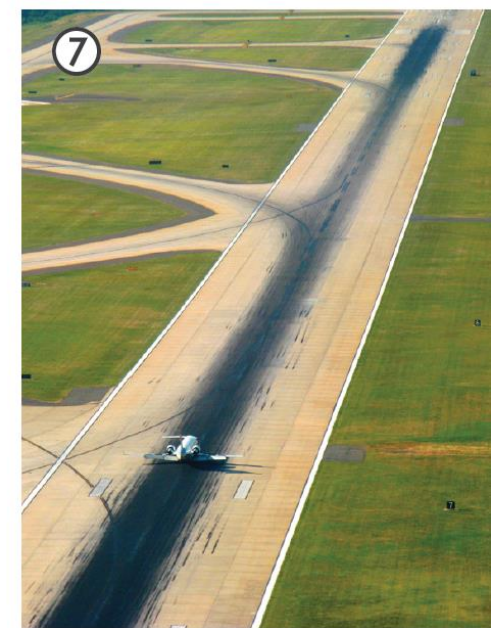
- Primary uses include manufacturing, research and development, warehousing, distribution, and other similar uses.
- Uses also include limited office usually to support primary uses; outdoor storage of materials and vehicles; and restaurants, limited retail, and personal services to serve area workers.

## Character

- This Place Type is characterized by large scale, low-rise industrial or warehouse buildings.
- Parcels are often large, with buildings placed on the interior of the site surrounded by service areas, parking, and landscape buffers to provide a transition to adjacent uses.









## Goal

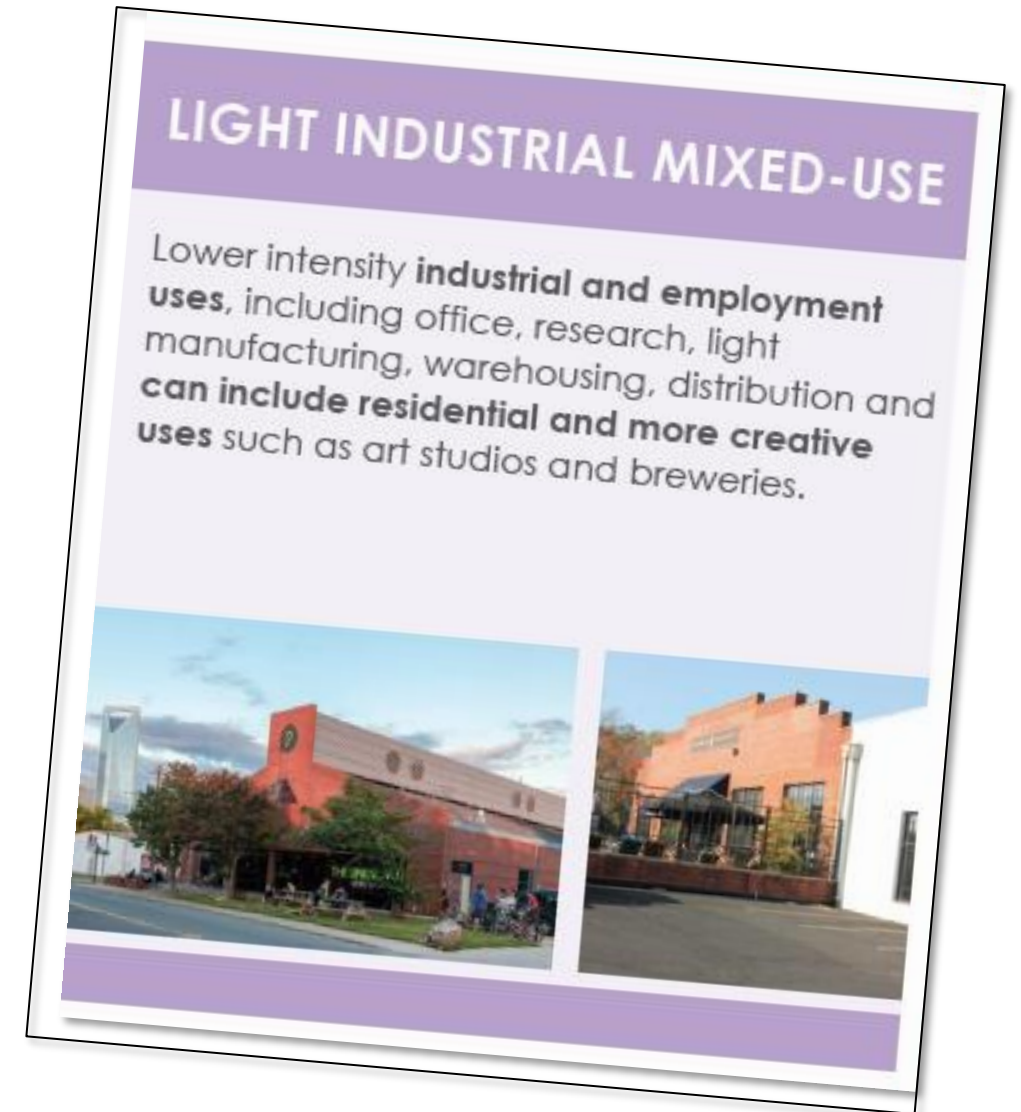
- Contribute to Charlotte's economic viability by providing mixed-use urban places that include light manufacturing, office, residential, and retail.

## Land Use

- Typical uses include office, research and development, studios, light manufacturing, showrooms, hotels, and multi-family residential.
- Uses in this Place Type also include retail, personal services, restaurants, and bars, and limited warehouse and distribution associated with light manufacturing.

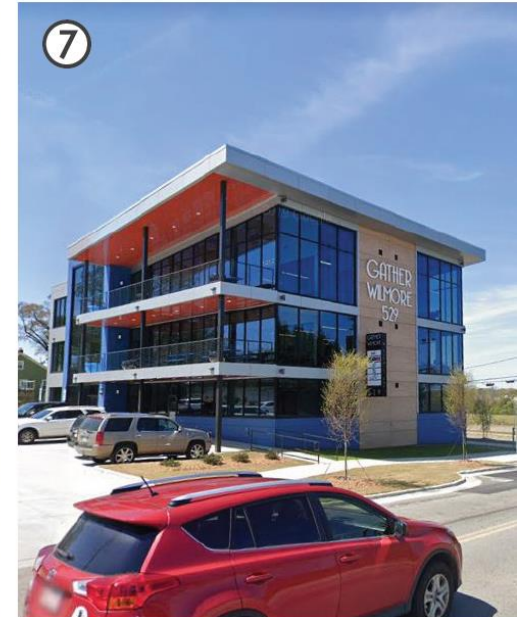
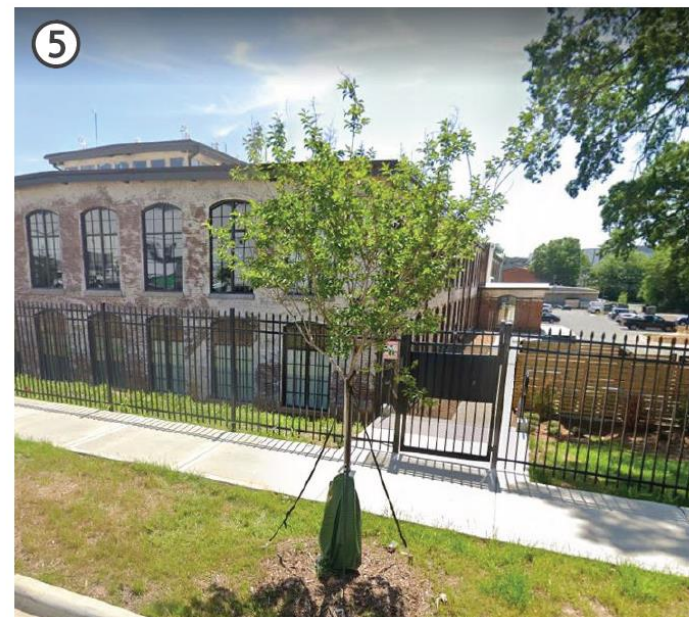
## Character

- This Place Type is characterized by adaptively reused buildings and low to mid-rise single-use structures that are transitioning to vertically integrated uses in a pedestrian-oriented environment.





# LIGHT INDUSTRIAL MIXED-USE





# PLACE TYPE SUMMARY SHEETS

## COMMERCIAL

### Goal

- Provide places for the sale of goods and services in locations readily accessible by automobile.

### Land Use

- Typical uses include shopping centers, standalone retail uses, personal services, hotels, restaurants, and service stations.

### Character

- This Place Type structures with a realm that balances pedestrian and automobile access.

### Transportation

- Commercial parking along high volume roadways, and
- While uses are oriented, streets are designed for pedestrian and bicycle access.



A

## CAMPUS

### Goal

- Provide places for large, multi-building institutions, such as educational, religious, civic, or health facilities, or for a concentration of office and research and development uses.

### Land Use

- Primary uses vary, depending on the purpose of the Campus and may include facilities for office, research and development, education, medical, and places of assembly that require a significant amount of space for various activities spread across sites.
- Additional uses intended to support the primary use include: residential, retail, hotels, restaurants and dining facilities, sports facilities, laboratories, and galleries intended to serve workers, residents and visitors.



A

## GENERAL INDUSTRIAL

### Goal

- Contribute to Charlotte's economic viability by accommodating places of employment for a range of industrial uses.

### Land Use

- Primary uses include manufacturing, research and development, warehousing, distribution, and other similar uses.
- Uses in this Place Type also include limited office usually to support primary uses; outdoor storage of materials and vehicles; and restaurants, limited retail, and



A

### Character

- This Place Type scale, low-rise buildings.
- Parcels are placed on the street by service and buffers to protect uses.

### Transportation

- A General Industrial Place Type is accessible by higher capacity facilities such as arterials and by freight rail.

## LIGHT INDUSTRIAL MIXED-USE

### Goal

- Contribute to Charlotte's economic viability by providing mixed-use urban places that include light manufacturing, office, residential, and retail.

### Land Use

- Typical uses include office, research and development, studios, light manufacturing, showrooms, hotels, and multi-family residential.
- Uses in this Place Type also include retail, personal services, restaurants,

and bars, and limited warehouse and distribution associated with light manufacturing.

### Character

- This Place Type is characterized by adaptively reused buildings and low to mid-rise single-use structures that are transitioning to vertically integrated uses in a pedestrian-oriented environment.

### Transportation

- A Light Industrial Mixed-Use Place Type is accessible by higher capacity facilities such as arterials, and may also include access from interstates and freight



A



Streets serve all travel modes while still accommodating large trucks along primary arterial streets. The local and collector street network is well-connected to serve sites directly and to provide good access to arterials.

- Truck traffic will use routes that do not impact neighborhoods or open spaces.

### Zoning Districts

- This Place Type has zoning district(s) that acknowledge the diverse character and range of anticipated development patterns. (Appropriate districts will be determined in the Unified Development Ordinance.)

CHARLOTTE FUTURE 2040 COMPREHENSIVE PLAN | Place Types

- NOTE:** Full place type sheets for the “work” place types will be available online in approximately three weeks.



# PLACE TYPE SUMMARY SHEETS

## COMMERCIAL



### Goal

- Provide places for the sale of goods and services in locations readily accessible by automobile.

### Land Use

- Typical uses include shopping centers, standalone retail uses, personal services, hotels, restaurants, and service stations.

### Character

- This Place Type is characterized by low-rise retail structures with a walkable, landscaped public realm that balances automobile, bicycle, and pedestrian design elements.

### Transportation

- Commercial place types are typically located along high volume arterial streets, limited access roadways, and near interstate interchanges.
- While uses and sites are generally automobile-oriented, streets are designed to accommodate

safe and comfortable travel by all modes of travel.

- Cross-access between adjoining sites limits the number of driveways off arterial streets, thereby improving the public realm and circulation.

### Zoning Districts

- This Place Type has zoning district(s) that acknowledge the diverse character and range of anticipated development patterns. (Appropriate districts will be determined in the Unified Development Ordinance.)



A

CHARLOTTE FUTURE 2040 COMPREHENSIVE PLAN | Place Types

# PLACE TYPE SUMMARY SHEETS



## NOTABLE CHARACTERISTICS

1. This Hotel is placed along the street with parking to the side and rear with enhanced public realm elements between the building and the street.
2. Large format commercial placed toward street with windows and doors along the street frontage and parking in rear.
3. Wider planting strips, sidewalks and bike lanes along larger streets separate pedestrians and higher speed vehicles and a corner entrance element is provided.
4. Windows and doors are provided street-side and limited parking and drive-though lanes between the sidewalk and the front door.
5. Outdoor dining areas along the sidewalk and street.
6. Multiple low scale retail tenants in a walkable environment that face the street and parking fields to the rear of the building.
7. Pedestrian connections from the street and sidewalk directly to the front door of commercial buildings.



# QUESTIONS COMMENTS CONCERNS



## Activity 1 - Reviewing and Testing

- Get familiar with the individual “work” Place Types, the simplified Place Type sheets and the application of Place Types

## Activity 2 - How will this work in the real world?

- Gather ideas about projects, policies and programs about how to best support and facilitate the development of “work” Place Types

## Ambassadors & Strategic Advisors Meeting

- April 2
  - Deep Dive into Live Place Types
  - Growth Strategies and Supporting Policies
- April 23
  - Deep Dive into Play Place Types
  - Growth Strategies and Supporting Policies

## Community Workshops

- March 31
  - Crossway Community Church
- April 1
  - Shalom Park, Sam Lemer Center
- April 8
  - Charlotte-Mecklenburg Government Center



**QUESTIONS?**





**THANK YOU!**

# THANK YOU!

